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16  
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## 'BeYOUtiful 2016' HELPS INSTILL AWARENESS THAT EVERYONE IS UNIQUE



USM, PENANG, 15 November 2016 – The BeYOUtiful 2016 Project, organised by a group of final-year students from the Universiti Sains Malaysia (USM) School of Communication is seen as being able to raise the awareness in society, that every individual is unique regardless of race, gender or social status.

Its advisor, Dr. Nurzali Ismail said that, the programme is a project of the final-year students of Persuasive Communication, organised together with a non-governmental organisation (NGO), SIMA Handicapped Centre in Penang.



“With a programme such as this, activities have been planned by the students to assist in raising the confidence level and to better empower the disabled,” he said.

He added that, the activities conducted throughout the duration of the programme are aimed at unearthing the talents within those individuals.

Apart from that, the programme which goes on from 2<sup>nd</sup> to 22<sup>nd</sup> November would be filled with various activities such as drawing and dancing workshops and also 'Drum Circles' for the disabled group.



“The highlight of this programme would be held on 22<sup>nd</sup> November, with a performance of ‘White Canvas Carnival’ by a group of disabled individuals who would be showing off their talents,” he said when met after a workshop session on dancing and drawing for children and youth from SIMA Handicapped Centre, here today.



Meanwhile, the Director of Project BeYOUtiful 2016, Amberlicia Anthony Thane, 23, said that the experience in organising a major project has been meaningful for her in facing the working world in the future and in having the responsibility of giving the disabled a much-needed assistance.

“I have gained a better understanding on the lives of the disabled and to appreciate what we have, and to hope that society would be more sensitive on what is missing for the disabled by offering them assistance in whichever way possible,” she added.

38 final-year students of Persuasive Communication were involved in making this programme a success.

Translation: Mazlan Hanafi Basharudin



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